



TUESDAY, JUNE 2ND

Couture Show Ends on Positive Note

Heading into the final day of the Couture show, exhibitors were upbeat, some even slightly shocked, about what they described as a buoyant buying atmosphere—even in light of the low expectations almost everyone had coming into the show. It's too soon to tell whether the generally positive reviews are due to a temporary break from recession or if they are a clear sign that the economic tide has turned, but at the moment, the consensus among jewelers is that the second half of 2009 looks promising.

"The show? Unbelievable. Excellent," said Arun Bohra, founder of Arunashi. "We've been focusing on even more high price points. You need to be brave and tough it out."

Some vendors suggested that a return to buying was a direct consequence of the drought in sales that plagued most Couture exhibitors for the first half of this year. With inventories running low, retailers had no choice but to stock up for fall.

"It's been cash and carry," said Laura Aman, sales manager at Nina Runsdorf, who showed in the Design



Atelier. "Retailers want to take the pieces with them because they haven't bought new things all year and they need merchandise immediately."

Aman said a new line of sliced star sapphire earrings, drusy pendants and earrings made of lavender jade had been well received. "We have not missed a beat at this show," she said.

EXHIBITORS AT THE COUTURE SHOW, WHICH CONCLUDES TODAY, SAID THEY WERE PLEASANTLY SURPRISED BY HOW MUCH BUSINESS THEY DID. PENT-UP DEMAND AMONG RETAILERS AFTER NEARLY NINE MONTHS OF SLOW SALES WAS ONE FACTOR CITED AS AN EXPLANATION.

Giveaway Suggests \$0.00 is Future of Business

A forthcoming book from Wired editor-in-chief Chris Anderson entitled "Free: The Future of a Radical Price," in which he argues that companies can profit by giving things away, seems to have resonated with exhibitors at the Couture show. Just ask the team at Utopia.

The Milan-based pearl jewelry manufacturer staged an innovative promotion to drive customers to its booth. Before the show, the company sent out invitations to dozens of new prospects as well as current clients, inviting them to schedule an appointment during the show. Every company that came was entered into a raffle for a suite of elegant evening jewelry featuring Tahitian and South Sea pearls from Utopia's signature Notturmo collection. The necklace, earrings and ring were valued at \$31,000 retail.

"All we asked was that they make an appointment and come view our



MANUEL MARTIN, U.S. SALES MANAGER FOR UTOPIA (LEFT), AND NATIONAL JEWELER EDITOR-IN-CHIEF WHITNEY SIELAFF CONGRATULATE LISA HADDOW FROM NEIMAN MARCUS ON HER RAFFLE WIN.

collection," said Manuel Martin, U.S. sales manager for the brand. "We had triple the number of appointments I would typically have expected to see at this show. And most of them were new."

On Sunday evening, Whitney Sielaff,

editor in chief of National Jeweler magazine, drew the winning entry, which belonged to Lisa Haddow, the jewelry buyer from Neiman Marcus. She told Martin that she stopped by the booth because she liked the

Notturmo brochure that Utopia included with the invitation.

"We're feeling very good about the show," Martin said. "Most people have been buying. We were at the point where retailers had to move to show something new to their clients."

DAILY SCHEDULE

Tuesday, June 2, 2009

7:00am - 4:00pm

REGISTRATION OPEN
Alsace Ballroom

7:30am - 8:45am

BREAKFAST
Lafite & Latour Lounges,
Margaux 2 Ballroom
Ticket required

9:00am - 4:00pm

COLLECTION FLOOR OPEN

9:00am - 10:00am

OPEN BEVERAGE BARS
Lafite/Latour Ballrooms

12:00pm - 1:30pm

LUNCH
Lafite & Latour Lounges,
Margaux 2 Ballroom
Ticket required

3:00pm - 4:00pm

COUTURE SWEETS
TREATS PASSED
Collection Floors

3:00pm - 4:00pm

OPEN BEVERAGE BARS
Lafite/Latour Ballrooms

Daniel Gibbings' Cross-Cultural Appeal

Daniel Gibbings came to the United States via Africa, Israel and England. His vision is a unique blend of cultures. Born in South Africa he grew up surrounded by African tribal art and developed a sense of primitive design. After leaving South Africa, he went to study at the Jaffa School of Art in Israel, where he explored the metalwork of ancient civilizations. To further his skills, he moved to London to study at the Sir John Cass Faculty of Art, where he was taught a more traditional approach to metal-smithing. His artistic vision transcends time and combines the old world with the new, creating luxury pieces that are timeless, mystical and soulful.

Daniel's signature jewelry collections—influenced by the art, history and culture of early civilizations, and by extensive travels to exotic lands—have been set apart by unusual gemstones, intaglios, fragments of antiquity and high karat gold. While his design aesthetic



blends a variety of influences and techniques, his intention is simple: that each piece of his jewelry whether worn with an evening gown or blue jeans, whether it is a client's first piece or 20th, will reflect and enhance the

wearer's personal style.

Today his inspired works continue to earn the attention of his industry and a loyal following of clientele, celebrities and collectors around the world.

Patrizia Siumara Via Montenapoleone Debuts

Patrizia Siumara Via Montenapoleone, an Italian brand of luxury jewelry, presents its exclusive collections at the 14th edition of the Couture show in Las Vegas. The precious creations of designers Patrizia Terracina and Siumara Meliti will be on view at stand number 14 in the Design Atelier, an exhibit space dedicated to rising jewelry stars.

The Patrizia Siumara Via Montenapoleone jewelry collection is inspired by the study of shape and movement, using yellow, white and pink gold, diamonds, Australian pearls, and precious stones such as aquamarine,



Daniel K Expands Prêt-à-Porter Collection

Prestige diamond jeweler Daniel K plans to unveil the newest jewelry designs just added to the brand's Prêt-à-Porter Collection, a highly sought after array of everyday wearable pavé diamond and lustrous 18-karat gold jewelry marked by stylish silhouettes and infused with glamour. The new Prêt-à-Porter Collection pieces will be showcased alongside Daniel K's signature, diamond and platinum Couture Collection in Salon 118 at the Couture Show in Las Vegas starting on May 28th, 2009.

Prêt-à-Porter was the luxury jeweler's first entrée into the gold arena, when the fashion forward collection debuted in June 2008. The newest pieces include earrings, bracelets, rings, and necklaces that are extensions of existing Prêt-à-Porter designs including a snake inspired ring and bracelet, a geometric bracelet and matching earrings, as well as a selection of new black and white pavé diamond jewelry. The show stopper is a 53-carat white pavé diamond bangle bracelet, which is available in 18-karat rose, yellow or white gold. For the first time, Prêt-à-Porter will offer men's jewelry with high design cufflinks and shirt studs.

Within the last year, the Prêt-à-Porter Collection has grown significantly

due to high demand. As a complement to the core collection pieces that feature brilliant pavé diamonds set in 18-karat rose, yellow or white gold, Daniel K also offers stacking bangle bracelets and stacking bands encrusted with pavé diamonds, deep rubies, orange sapphires, pink sapphires, blue sapphires or green tsavorites within Prêt-à-Porter.

With three gold options and an assortment of great silhouettes in a range of shapes and sizes, this collection has incredible variety and wearability. In addition, the inclusion of stackables gives Prêt-à-Porter a mix and match capability that can leave the final look or layering choice up to a woman's imagination.

Daniel Koren recently shared his thoughts on his inspiration behind the stylish silhouettes that make up the collection. "In coming up with new design ideas for my Prêt-à-Porter Collection, I always want the pieces to have a high design aesthetic

and a fashionable feel," he said. "But I also want them to be simple and clean enough that they could be worn by any woman, anywhere and every day."

Prêt-à-Porter offers a fabulous selection of high design jewelry for the Daniel K customer who wants to round out her or his Daniel K collection with everyday, wearable pieces. Because Prêt-à-Porter is more moderately priced than the Daniel K

Couture Collection, it also offers an entirely new customer access to the Daniel K brand. As Koren explains, "It's a collection that has pieces my Couture customer can fill in with or wear on all those occasions that don't call for the larger, one-of-a-kind pieces he or she also owns. And it's a more accessible collection for the person who always aspired to wear a piece of Daniel K. It's got a little something that sparkles for everyone."

Retail prices for the Daniel K Prêt-à-Porter collection range from \$2,500 to \$130,000.



sapphire, ruby and amethyst, to communicate a respect for luxurious design, handmade in every single detail. The collections are created to emphasize a woman's femininity and elegance, with charm and simplicity.

The two founders and designers of the brand will present their summer collections inspired by the themes of the sea and exotic locales that are important to them: Coquille, Estrela do Mar and Coral.

"Couture Las Vegas is for us a very important launch window," Patrizia Terracina said. "We are enthusiastic about this initiative, which gives us the chance to present our collections overseas. It's a real chance to enter into the high international jewelry arena together with prestigious jewelers from around the world."

"We launched our jewelry collection in January 2009, after two years of research and study on precious materials, and design, and our jewels have found immediate success in Italy," said Siumara Meliti, "but our main purpose is to reach an international level. Couture Las Vegas is the first step of a company strategy that intends to present Patrizia Siumara Via Montenapoleone jewelry in selected markets, including the U.S., Japan and the United Arab Emirates."

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